

Reputation Interpretation Services, LLC

Reputation Interpretation Services, LLC (RIS) was founded by PM Thomas in response to the growing presence of AI on the political and social-media landscape.

The company's mission is to protect and preserve the authenticity of social enterprise messaging.

The founder, PM Thomas is a developer on multiple software platforms and has a long career in online marketing. Dr. Barbara Leuin, partner and CFO, has a background in economics and finance as well as communication and human potential. Together, they offer consulting and training for non-profits and social enterprises seeking to expand their messaging, enhance their fund-raising campaigns and broaden their online presence while preserving the integrity of their message.

Barbara Leuin, Ph.D. Economics, CFO and also CEO of SOFIA Capital Ventures, has an illustrious career that spans industry, higher education and entrepreneurship. In the late 1970s, she was responsible for writing 6-volume energy demand forecasting reports filed with regulatory commissions. In the 1980s, she taught freshman symposia in creative and research writing and published numerous professional articles in economics and education. In the 1990s, she began writing business plans and raising capital for start-up ventures. In the 2003, she published *Planning With A Heart*. Barbara is also the author of numerous articles and ebooks on commercial lending, and recently published her second book, *Syndicating Made Easy*, currently available on Amazon.

PM Thomas, Ph.G., Data Sommelier, founder of Reputation Interpretation Services, has an equally illustrious career that spans decades in electrical engineering and online marketing. From age eight, PM was involved in his father's newspaper, setting type, proof-reading and editing. In the 1970s, he became known as an innovator in the power supply industry. From the 1980s to 2000s, PM developed expertise in online marketing, PC customer service and technical help-deck. He was a national policy advisor on technology issues related to Y2K. He has consulted to numerous motivational speakers, authors, political candidates and social causes regarding innovative online marketing strategies.